

# Review of Optometric Business

## Using Digital Solutions to Add New Patients

By Daniel Rostenne



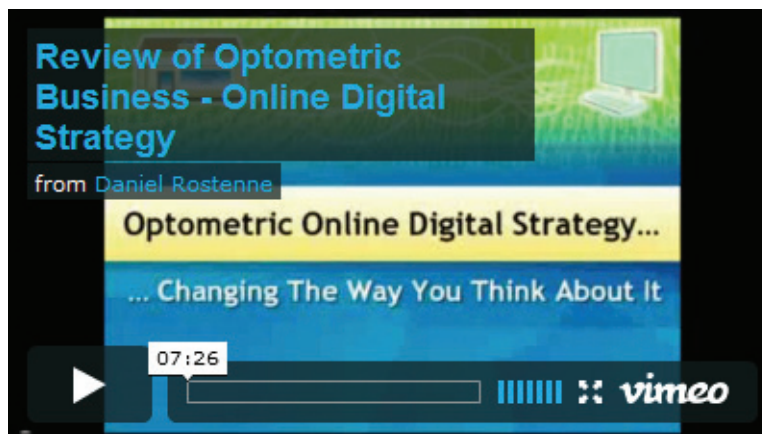
“How did you find out about us?”

This is a traditional question that optometrists ask new patients, and—in this digital world—it is as outmoded as it is common.

Chances are, the answer to the question is that your new patient saw the sign on your lawn. But that sign has been there 20 years, yet until now that patient took no action to use your services.

This question needs to be replaced by the more pertinent: “What motivated you to make an appointment to be here today?”

When you reverse-engineer the new patient process, you derive powerful answers to the age-old question: How can I get more patients into exam chairs?



### Analyze the Process: The AIDA Method

Employ the AIDA method to analyze the process by which a new patient came to your office:

#### Awareness

How did your new patient become aware of your practice? Analyze what promotions work most effectively

#### Interest

What created interest in choosing your practice when so many options are available?

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## **Decision**

What sparked the decision to choose your practice?

## **Action**

What was the impetus to take action and schedule an appointment?

## **From Awareness to Action**

Now that you know something about how new patients come to your office, reexamine how easy you make the process:

### **Traditional Points: Awareness to Action**

- 1) I saw your sign, I needed an exam, so I stopped.
- 2) I looked you up in the Yellow Pages. Then I called.

### **New Digital Points: Awareness to Action**

- 1) I Googled "optometrist in Plainview." Your site came up, and I checked you out.
- 2) A Facebook friend told me he went to you, and your frames selection was awesome.
- 3) I looked at your comments on Yelp, and they were very positive, so I called.

### **Better Digital Points: Awareness to Action**

- 1) I was on Facebook and got your message about daily use contact lenses. I was wondering about that, so I linked to your site
- 2) I saw you on LinkedIn, so I linked to your site and scheduled my appoint.
- 3) I got your Tweet that an exam spot opened up at 3:15. I tweeted back and got in to see you.

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